



## Evolution Fresh #TurnitAround Sweepstakes Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Evolution Fresh #TurnitAround Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Starbucks Corporation, HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Starbucks Corporation, 2401 Utah Ave. S, Seattle, WA, 98134. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Sweepstakes begins on January 5, 2016 at 12:00 a.m. Eastern Time ("ET"), ends on March 14, 2016 at 11:59 p.m. ET (the "Promotion Period") and consists of a grand prize entry period (the "Grand Prize Entry Period") and ten (10) weekly entry periods (each a "Weekly Entry Period") as outlined below.

Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Approximate Drawing Date
Weekly 1	January 5, 2016	January 11, 2016	January 12, 2016
Weekly 2	January 12, 2016	January 18, 2016	January 19, 2016
Weekly 3	January 19, 2016	January 25, 2016	January 26, 2016
Weekly 4	January 26, 2016	February 1, 2016	February 2, 2016
Weekly 5	February 2, 2016	February 8, 2016	February 9, 2016
Weekly 6	February 9, 2016	February 15, 2016	February 16, 2016
Weekly 7	February 16, 2016	February 22, 2016	February 23, 2016
Weekly 8	February 23, 2016	February 29, 2016	March 1, 2016
Weekly 9	March 1, 2016	March 7, 2016	March 8, 2016
Weekly 10	March 8, 2016	March 14, 2016	March 15, 2016
Grand Prize	January 5, 2016	March 14, 2016	March 15, 2016

Administrator's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, take a photo showing an active or healthy activity and how you are committed to a healthy lifestyle ("Submission"). Then, follow the instructions outlined below to enter the Sweepstakes:

- a. **Twitter:** To participate you must have a Twitter account. Twitter accounts are free, but subject to Twitter, Inc.'s terms of service: (<https://twitter.com/tos>). Your account settings must be set to "unprotected" and/or "public" in order for your posts to be viewable by Sponsor and its agents. If you post updates to or receive updates from [www.twitter.com](http://www.twitter.com) via SMS from your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans. Then, tweet your Submission and include the hashtags #TurnItAround and #Sweepstakes and @Evolutionfresh in your tweet.
- b. **Instagram:** To participate you must have an Instagram account. Use your smartphone to create or access your Instagram account. If you don't have an account, download the Instagram app (the "App") to at least one (1) mobile device (i.e., your smart phone, tablet or other mobile device). This App is free, but subject to the listed terms and conditions described within the App. Posting on Instagram requires a mobile device and therefore message and data rates may apply. Then, post your Submission with the hashtags #TurnItAround and #Sweepstakes and @Evolutionfresh in to your feed. All terms and conditions of Instagram apply. In order for your entry to be valid, your Instagram profile must be public and thus viewable by the Sponsor and its agents.
- c. **Facebook:** To participate you must have a Facebook account. Visit the Sponsor's Facebook page at <https://www.facebook.com/EvolutionFresh/?fref=ts> and locate the Sweepstakes post. Upload your Submission as a comment to the Sponsor's post and include the hashtags #TurnItAround and #Sweepstakes.

Your post and its included content will hereafter be referred to as your Submission. Your Submission must be your original work. If you include the names or likenesses of other individuals, you must have their permission to be included and to grant the rights set forth in Section 5. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way. The Submission must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission. Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. You automatically will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize Entry Period drawing for your qualified Submission.

**Limit:** You may enter one (1) time per day during the Promotion Period regardless of method of entry. Multiple entrants are not permitted to share the same Twitter/Instagram/Facebook account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Twitter/Instagram/Facebook accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the Twitter/Instagram/Facebook account used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses used to create the Twitter/Instagram/Facebook account. Each potential winner may be required to show proof of being the authorized account holder.

**5. Sponsor's Use of Submissions:** Posting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Released Parties (as defined in Section 8, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void.

**6. Prize Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the applicable Entry Period, on or around the dates listed in Section 3 above. Non-winning Weekly Entry Period entries will not carry over into subsequent Weekly Entry Period drawings. Each potential winner that entered via Instagram will be notified by @Evolutionfresh via Message Direct on Instagram and will be required to provide his/her name, mailing address and date of birth to confirm eligibility and for prize fulfillment purposes within five (5) days of the date notice or attempted notice is sent into order to claim the prize. Each potential winner that entered via Twitter will be notified by a two (2) step process. First, Sponsor (@Evolutionfresh) will reply to each winner's entry tweet requesting that the potential winners "follow" @Evolutionfresh, if they are not following already. Each potential winner must follow @Evolutionfresh within five (5) days of when the request was made. Next, Sponsor will send a direct message from @Evolutionfresh to the potential winner's Twitter account used to enter the Sweepstakes with instructions on how to claim his/her prize. He/she will be required to provide his/her name, mailing address and date of birth to confirm eligibility and for prize fulfillment purposes within five (5) days of the date notice or attempted notice is sent into order to claim the prize. Each potential winner that entered via Facebook will be notified on Facebook via a comment on his/her Submission and will be required to send a private message to the Evolution Fresh Facebook page within two (2) days of the date of the Sponsor's comment. Then, each potential winner that entered via Facebook will be required to provide his/her name, mailing address and date of birth to confirm eligibility and for prize fulfillment purposes within five (5) days of the date notice or attempted notice is sent into order to claim the prize. The potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and, where not prohibited, a Publicity Release ("Declaration") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

**7. Prizes: ONE (1) GRAND PRIZE:** A year of Evolution Fresh Green Juice, fulfilled as an assortment of twenty (20) bottles delivered monthly for twelve (12) months. Approximate Retail Value ("ARV"): \$1,700.

**TWENTY (20) FIRST PRIZES (two (2) awarded per Weekly Entry Period):** Winner's choice of **one (1)** of the following prizes:

- A month's supply of Evolution Fresh Cold Pressed Green Juice awarded as thirty (30) VIP vouchers for a free bottle of Evolution Fresh. ARV: \$150.
- A \$150 Whole Foods gift card. ARV: \$150.
- A \$150 SpaFinder gift card. ARV: \$150.
- A \$150 NikeID gift card. ARV: \$150.
- A \$150 Under Armour gift card. ARV: \$150.
- NutriBullet Pro 900 Series. ARV: \$130.

For all Prizes: Terms and conditions of vouchers and gift cards apply. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a Weekly Entry Period prize depend on the number of eligible entries received during each applicable Weekly Entry Period; odds of winning the Grand Prize depend on the number of eligible entries received during the entire Promotion Period. Limit: one (1) Grand prize and one (1) First Prize per person. Total ARV of all prizes: \$4,700. Prizes will be fulfilled within approximately 8-10 weeks of the conclusion of the Sweepstakes.

**8. Release:** By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, Twitter, Inc., Instagram, LLC, Facebook, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**9 Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, Submission, photograph (including, without limitation, winner's Twitter/Instagram/Facebook profile photo), voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**10. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**11. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**12. Disputes:** Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court

for the Western District of Washington or the appropriate Washington state court located in King County, Washington; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Washington, without giving effect to any choice of law or conflict of law rules (whether of the State of Washington or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Washington.

**13. Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.starbucks.com/about-us/company-information/online-policies/privacy-policy>.

**14. Winner List:** For a winner list, visit <http://bit.ly/1Vo8Kv7>. The winner list will be posted after winner confirmation is complete.

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